



Liquor Chronicles

Department of Revenue

Liquor Distribution Team

June 2003

Request To Open New Store

Our office has received a request from an interested person to open a liquor store in Circle, Montana. The individual has met the initial criteria. Howard Hefflefinger, Hearing Examiner and Mickey Carlson, Liquor Distribution Customer Service Representative, will conduct a public hearing in Circle on June 4 to determine if the department should move forward with the RFP process to open a new store in Circle.

Mezcal vs. Tequila

Few understand the difference between tequila and mezcal, and many don't even know there is a difference. With the continuous popularity in Mexican spirits, it is important to know the difference between these two distinct products.

Most mezcals are made in the Mexican state of Oaxaca and are made from five different varieties of the agave plant. As part of the production of Mezcals, the pina or heart of the agave plant is roasted. Mezcals are often only distilled once and certain brands are bottled with a worm (gusano) in the bottle. Mezcals are often served as a shooter.

Tequilas are exclusive to the northwestern state of Jalisco. No tequila may be made from less than 51% blue agave. Opposite of Mezcals, the pina in the production of tequila is steamed. Tequilas are usually double distilled with some brands even being distilled three times. Tequila is most popularly consumed in margaritas.



Agency Assignment

The assignment of the agency franchise agreement for the East Helena #83 liquor store was approved May 22, 2003. The assignment was made from Tim Dalin to East Helena Wholesale Liquor, Inc.. Tim and Diane Wheatley are the shareholders and will operate the agency. The agency location will remain at 108 S. Lane Avenue in East Helena.

Pending Assignments

The agency franchise agreements for the agency liquor stores located in Absarokee (#167) and Eureka (#69) are pending. Final approval is tentatively scheduled for June 1. Information regarding these assignments will be included in the July newsletter.



HAPPY FATHER'S DAY



~ JUNE 15 ~

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Product Updates

New Products

- Absolut Vanilia
265-34078-10
12 pack @ \$23.35/bottle
- Baja Mocha Chocolate/Coffee
Flavored Liqueur
425-80020-75
12 pack @ \$15.45/bottle
- Cabana Boy Banana
345-46078-75
6 pack @ \$13.95/bottle
- Cabana Boy Kiwi Strawberry
345-46098-75
6 pack @ \$13.95/bottle
- Casa Noble Anejo Tequila
499-901030-75
6 pack @ \$80.95/bottle
- Casa Noble Reposado Tequila
499-901031-75
6 pack @ \$53.95/bottle
- Dewar's White Label
101-4864-37
24 pack @ \$12.95/bottle
- Gammel Dansk Bitters
449-65020-10
12 pack @ \$20.00/bottle
- Jose Cuervo Authentic Strawberry
Margarita
398-58868-17
6 pack @ \$14.60/bottle

New Products (Continued)

- Kahlua Especial
430-67531-05
120 pack @ \$2.00/bottle
- Leroux Crème De Noya
449-80316-75
12 pack @ \$8.50/bottle
- Martini's Apple Martini
265-34497-75
6 pack @ \$15.00/bottle
- Martini's Cosmo Martini
265-34498-75
6 pack @ \$15.00/bottle
- Monarch VS Cognac
351-48776-75
12 pack @ \$18.95/bottle
- San Matias Gran Reserva
499-89854-37
12 pack @ \$29.70/bottle
- Shakers Original American Vodka
280-37896-75
12 pack @ \$29.45/bottle
- Tarantula Azul RTD Margarita
449-77478-20
24 pack @ \$1.40/bottle
- Wet by Beefeater
205-28116-75
12 pack @ \$25.00/bottle
- Wet by Beefeater
205-28117-10
12 pack @ \$28.35/bottle



Product Updates

Discontinued Items

- Galliano Liqueur
410-65471-05
- Lapis Anejo Tequila
499-89436-75
- Tarantula Azul RTD Margarita
449-77479-20

Temporarily Out of Stock

- Lagavulin Malt Scotch
100-5430-75

New Size

- Tequila Rose
449-65199-10
12 pack @ \$20.00/bottle
- Maker's Mark
151-19477-10
12 pack @ \$23.95/bottle

NABCA # Changes

- Herencia De Plata Anejo
499-89312-75
6 pack @ \$44.85/bottle
- Herencia De Plata Reposado
499-89318-75
6 pack @ \$40.95/bottle
- Herencia De Plata Silver
498-87826-75
6 pack @ \$39.00/bottle
- Medos Polish Honey Vodka
265-34528-75
12 pack @ \$17.10/bottle

NABCA #, Pack, Price Changes

- Sambuca Molinari
415-66615-75
6 pack @ \$21.10/bottle

Proof Changes

DK Hot Damn Schnapps is changing its proof from 48 to 30 effective immediately. We currently still have some stock of the 48 proof but when it's gone, it's gone. Following are the new numbers for ordering the DK 30 pf:

- DK Hot Damn
490-82609-17
- DK Hot Damn
490-82610-10
- DK Hot Damn
490-82611-75
- DK Hot Damn Travelers
490-82612-75
- DK Hot Damn
490-82613-37
- DK Hot Damn
490-82614-20
- DK Hot Damn
490-82615-05



Product Updates

Price Changes

- Asbach Uralt Brandy
355-51036-75
12 pack @ **\$25.25/bottle**
- Kammer Pear Brandy W/Pear
365-51258-75
12 pack @ **\$49.75/bottle**
- Ketel One Citroen
265-34448-10
12 pack @ **\$24.95/bottle**
- Ketel One Citroen
265-34449-75
12 pack @ **\$20.65/bottle**
- Ketel One Citroen
265-34450-05
120 pack @ **\$1.70/bottle**
- Ketel One Vodka
255-34451-05
120 pack @ **\$1.70/bottle**
- Sabra (Israel)
449-66546-75
12 pack @ **\$27.50/bottle**

Pack/Price Changes

- BOLS Triple Sec
455-85973-20
48 pack @ \$1.80/bottle

Product Availability Update

- Jose Cuervo Clasico
498-87426-75
12 pack @ \$16.50/bottle

Independence Day

As a reminder, Friday, July 4 is the Fourth of July holiday. All agency liquor stores must be closed on that day. Stores with a Friday pick date will need to have orders in to the Helena office by 4:00 a.m. on Tuesday, July 1 for processing.

